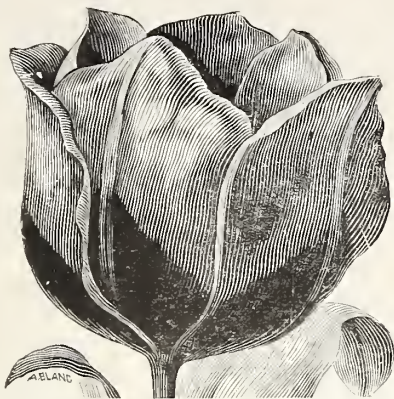


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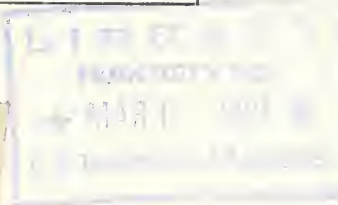
TO POSTMASTER

Kindly deliver this folder if possible. If cannot deliver, please mail back to Boulder office, without further notice, where return postage is guaranteed as per Article 178, Page 28. of United States Official Postal Guide of July, 1920.

J. D. LONG
SEEDSMAN
BOULDER, COLORADO

1c Paid
Boulder, Colorado
Permit No. 1

Chas. D. F. Gersdorff
1825 North Capitol St.
Washington, D. C.



A Short Message from a Long Man:

Same old story every year, isn't it? In the spring when you promise yourself that NEXT fall you will set out a nice lot of these bulbs. Well, this is "next fall," the time to plant bulbs for early spring flowers. This folder lists the best kinds—LONG'S "Tried and True."



LONG'S GIANT TULIPS, BOULDER, COLORADO, MAY, 1920

The best is good enough for me. For this reason I plant only the Giant Darwin and Cottage tulips.

This is my tulip field that made such a sensation in northern Colorado last spring. Picture was taken in May, after many blossoms had been cut, though there was still a right smart left, as our friend from Missouri would say.

The most brilliant tulips in the lot make the poorest showing in this picture, because they were red, and red takes

black, as you know. I was there when it happened, standing between two rows of that brightest of giant reds, Farncombe Sanders. In front were two more rows of deeper red or carmine-rose, as the other popular gigantic Darwin, Pride of Haarlem, is described.

Next you see a row of the best salmon-pink, Clara Butt. Then comes a row of the Yellow Cottage and two rows of White Queen, and finally, two rows of Long's Special Mixed Darwins, these being small

bulbs not intended for blooming this season but to grow on and make blooming size bulbs for this fall planting and next spring blooming. But many of them bloomed anyhow, as you see.

Back of the reds are the new lilac, Wm. Copeland, the fine rose-pink, Baronne de la Tonnaye, and several others.

This tulip field was planted the last of October and first of November, and the bulbs lifted the first week in July. Was a bumper crop of both blossoms and bulbs.

Giant Darwin Tulips



Well, I've finally done it—cut out all the early tulips. Took me just ten years to come to this decision. Kest thinking maybe the early tulips would make good at least every other year, but they have not done so. Almost every season they bloom more or less feebly on stems so short that the flowers are of little value for display or cutting. Early varieties are not well adapted to our western climatic conditions.

I'll take mine in the giant Darwins and Cottage varieties. They are so much larger and finer that I'm sure they will please you also. I'm so sure of this that I hesitate no longer to offer only these better kinds.

Now about the giant Darwin tulips. These monarchs among tulips are of stately growth, with long, sturdy stems on which are borne the most beautiful globular flowers of remarkably heavy texture. They bloom in May, often, though not always, lasting until Memorial Day, when flowers are most wanted, but always scarce and expensive.

When cut half open the blossoms last for days in water and are exceedingly fine. If left for garden display they are equally delightful. See picture of my tulip field in this folder.

The range of Darwin colors is indescribable. As one Darwin lover says, "Their supreme loveliness is due to a certain overlying tint, comparable to the bloom of a grape or plum, which softens but does not obscure the color. The delicate graduations of color are infinite, harmonious, superb. A practical advantage of this blending and softening of the colors is that you can arrange a great variety of Darwin tulips in a vase without color discord, which cannot be done with other kinds."

On account of their extreme hardiness, Darwin tulips are especially adapted for the permanent flower border or the edges of shrubbery, where they should be liberally planted in clumps or colonies of at least half a dozen of a color together, where they may remain undisturbed for three or four years, when it is well to take them up, divide and reset. In doing this you will find a large increase in number of bulbs.

Yellow is a color that does not come in the true Darwin type, so we use the yellow Cottage tulip for a yellow of same season and nearly the same size and habit. Pure white is another color lacking in Darwins. White Queen comes nearly white after being in bloom for some days, but is not pure white.

While there are many named varieties of Darwins, yet there is so little difference in colors and tints that I have discarded all but a few of the "Tried and True"—those that I have grown and compared with others. I could offer a longer list, but no better assortment.

The giant Darwin tulip bulbs I offer for your 1920 fall planting are both those of my own growing and others I have grown for me in Holland. I had a fine crop of many thousand blooming size bulbs, but not enough to supply the growing demand for these most popular flowering bulbs.

My Holland bulbs,—tulips, hyacinths, narcissi, etc.—are grown and shipped direct to me by Van Meeuwen & Tegelaar of Lisse, Holland, which firm has supplied me now for nearly ten years. I could shop around, just as you might, and buy cheaper bulbs, but I pay these people a fair price for the very best quality.

As for my Boulder grown bulbs I can say that they deliver the goods in strong plants

and finest flowers. I would not say they are better than the Holland stocks, for I can't see any difference one way or the other. My tulip field was planted with Holland and Boulder grown bulbs, and the only difference in the growing crop was that part of the field was planted with very small bulbs not intended to bloom until they had spent another year getting ready.

Named Darwin Tulips

68. Baronne de la Tonnaye. Bright rose-pink, margined blush; stem very tall and strong; flower large and lasting. Doz., 70c; 25 for \$1.30; 100 for \$4.50.

69. Clara Butt. Beautiful soft salmon-pink; inside deeper color; a great favorite. Doz., 70c; 25 for \$1.30; 100 for \$4.50.

70. Wm. Copeland. (New.) Light lilac. Fine for forcing and does well in garden also. Doz., \$1; 25 for \$1.90; 100 for \$7.50.

75. Farncombe Sanders. Red that is red; fiery rose-scarlet; inside vivid cerise-scarlet; large broad petaled flower of perfect shape, gigantic, dazzling, lasting. Doz., 80c; 25 for \$1.50; 100 for \$5.50.

76. Pride of Haarlem. Well known to all tulip growers. No list complete without it. Great favorite with florists for forcing; also sturdy and hardy outdoors. Darker than Sanders, being described as brilliant rosy carmine, suffused purple; stem very strong and tall; fine for groups or borders. Doz., 80c; 25 for \$1.50; 100 for \$5.50.

77. Sultan. Rich maroon-black; good as a novelty but I would not advise large planting of this one. The reds and pinks are much more desirable. Doz., 70c; 25 for \$1.30; 100 for \$4.50.

78. White Queen. In moist climates with less sun than in "Sunny Colorado" this is practically pure white, but with us in the West it might better be described as blush, or white suffused with pink. Doz., 70c; 25 for \$1.30; 100 for \$4.50.

79. Long's Special Mixture. A splendid mixture of giant Darwins, with a small percentage of Cottage varieties to increase the range of colors. Many prefer to plant this mixture, though the separate colors can be used to better advantage if planted in clumps, groups or colonies. Doz., 70c; 25 for \$1.30; 100 for \$4.50.

Yellow Cottage Tulips

62. Fits in just right with the Darwins. Almost as large. Blooms same time. Splendid yellow. Doz., 70c; 25 for \$1.30; 100 for \$4.50.

Rocky Mountain Columbine

Small one-year-old roots that may or may not bloom next season. Only size I can supply. Each, 15c; doz., \$1.40.



Kiddies and Flowers

It's a fine combination—kiddies and flowers. My three little folks each have a garden and take great interest in their flowers. There's nothing more satisfactory for children's gardens than flowering bulbs, because it eliminates just about all the chances for failure. The bulbs are easily planted and need little attention. Pleasing results are practically assured.

This picture was taken in my tulip garden last May. Meet these little gardeners. Names, from left to right: Elizabeth, Everett, Carleton.

Finest Single Narcissi



Empress Narcissus.

The most graceful and charming narcissi are the fine large single kinds, those listed herewith. When you have these few I have selected from many varieties you have the best. All are good for either pots or garden.

20. Empress. The favorite bi-color; trumpet large, rich golden yellow; petals or perianth white; long stem; a beauty. Each, 10c; doz., 80c; 25 for \$1.50; 100 for \$5.75.

21. Emperor. Like Empress in size and type, and robust growth, but entire flower is pure, deep, golden yellow. The two make a fine pair. Each, 10c; doz., 80c; 25 for \$1.50; 100 for \$5.75.

22. Golden Spur. Similar to Emperor but somewhat smaller and earlier. Much used for pots. Each, 10c; doz., 75c; 25 for \$1.40; 100 for \$5.25.

23. Ornatus (Poet's Narcissus). Pure white perianth or petals, with yellow cup margined scarlet. Each, 10c; doz., 60c; 25 for \$1.10; 100 for \$4.00.

Double Narcissus

24. Von Sion. The well known yellow daffodil much grown in pots by florists. Is hardy in garden also. Blossoms often have a green tint. Most people like the single kinds better. Each, 10c; doz., 75c; 25 for \$1.40; 100 for \$5.25.

Mixed Narcissus Bulbs

25. Long's Special Mixture. Contains some of the finest varieties in a most pleasing variety of kinds and colors. Doz., 70c; 25 for \$1.30; 100 for \$4.50.

Business Terms

Cash with order.
Half doz. at doz. rate; 50 at 100 rate.
Cultural directions will be included free with each order.

Bulbs, etc., not listed in this folder cannot be supplied by us this season.

Orders accepted with understanding that goods will be sent when ready. Holland stocks usually somewhat delayed but have always arrived in ample time for planting. Many orders will be filled in several sections, part being sent as soon as ready, balance later when other goods are available.

It's a good idea to mention when ordering whether you wish us to refund money in case we cannot supply an item, or send another kind of our selection. We always aim to give as good value and usually still better in substituting. Just a line as to this, along with your order, may avoid needless correspondence and delay.

Later: Just received notice that Holland bulbs will be here in September.

Must Be Planted in Fall

Get this straight: Tulips, hyacinths, narcissi, etc., must be planted in fall, the only time you can get these bulbs. Nothing doing in spring. These bulbs are hardy, standing coldest winter conditions.

I plant out all unsold stock early in November. I cannot supply outdoor fall bulbs after this, but plan to have the Paper Whites, for indoors, until well into December. But the earlier you order all these bulbs the better, and the more likely you are to avoid disappointment.

Paper White Narcissus



(Blooms in Water)

For indoors only. Will bloom in soil or water. Usually put in dish or bowl with small stones and water, treated same as the well known Chinese lily. Is now used in place of Chinese lily by many, as it is more certain to bloom. Use good strong bulbs. The small cheap bulbs often have no flower stem and will not bloom. I handle the best quality only.

Paper Whites may be put into pots or bowls any time from September to January, if you can still get the bulbs so late. I plan to sell out the last of December. The bulbs begin to sprout about this time or sooner and I want to clean up stocks while they are still good.

Every season I receive many orders after bulbs are sold. This is because customers are so pleased when their first Paper White blooms that they want more and wish they had ordered enough for a succession of blooms. For this reason you should order liberally early in the season while you can get them, for you will surely want to start another bowl after you see the first lot in bloom. You can keep them for several months before putting into water or soil. Takes nearly eight weeks for the early lots to bloom. Later on, after the bulbs have begun to sprout before being planted they bloom several weeks sooner.

A bowl of Paper Whites makes a delightful present for a sick friend. Or, just the bulbs may be sent. And by all means let the children enjoy seeing these bulbs send their roots out among the pebbles in clear water, and send up flower stalks on which are produced clusters of clear "paper white," fragrant blossoms, that last for several weeks or more if kept in a cool room. You may put a single bulb in any old jelly glass and it will be happy, thrive and bloom. Or put half a dozen or so in a bowl and they will dwell together in peace and bloom.

Price for Honest-to-Goodness Paper White Narcissus Bulbs: Each, 10c; doz., 75c; 25 for \$1.40; 100 for \$5.50.

Yellow "Paper Whites"

So called because similar in every way to the Paper Whites, except the blossoms are a beautiful yellow. Bulbs usually larger, stalks taller and flowers a little larger. Treat same as the Paper Whites. Each, 13c; 2 for 25c; doz., \$1.25; 25 for \$2.25.

Chinese Lily Bulbs

So well known that they need little description. Treat same as suggested for Paper Whites. I have these ordered from two good sources but there is some talk about failure of these bulbs to reach our country. In ordering Chinese lily bulbs please state whether I shall refund money or send equal value in Paper Whites in case cannot supply the bulbs ordered. Each, 25c; doz., \$2.75, for best grade.

Freesia Bulbs

For pot culture. Order and plant early. Freesias are very beautiful, graceful and delightfully fragrant. Do not set the potted bulbs in dark as is best for most bulbs, but put them in lighted room as soon as potted. Price for improved Purity strain, white, freesia bulbs: Doz., 40c; 25 for 75c; 100 for \$2.75.

Colorado Double Peonies



As hardy as oaks. Once planted they last a lifetime. By all means plant in the fall. Any time before ground freezes is better than spring planting, but earlier fall planting is best. I may not list peonies in next spring catalogue, as so many customers fail to order and plant early in spring, and are therefore disappointed in results. Fall is the time to plant. Then they start right off early in spring. Also, the job of planting is done when you have more time than in spring. Same is true of the iris.

Prices I name are for good divisions with several eyes. Peony roots may be divided and subdivided into so many different sizes that a comparison of prices means little unless you can see the roots also. I look for all retail prices on peonies to be higher next spring, as wholesale prices have already advanced decidedly. Peonies used to be imported but are now ruled out by the same bill that prohibits the importation of snowdrops, scilla, Spanish iris and gladioli.

Colors: White, Light Pink, Deep or Rose Pink, Red. Choice, each, 50c; doz., \$5.80.

Crocus Bulbs



While I think you get better value in tulips, hyacinths and narcissus bulbs than in the crocus, yet the latter of course fill a place of their own and are greatly admired by many. Colors: Yellow, White, Purple, Mixed. Price for any color or mixed: Doz., 40c; 25 for 70c; 100 for \$2.50.

Oxalis Bulbs



For indoors. They do splendidly in pots, also in hanging baskets, producing a mass of flowers throughout the winter. Easy to grow. Doz., 40c; 25 for 70c; 100 for \$2.50.

Fragrant Single Hyacinths



The individual bells are single and more graceful than the heavy, crowded double, and are now preferred by most flower lovers. The spikes are covered with bell-shaped blossoms of exquisite coloring and rich fragrance. The hyacinth is hardy outdoors and a great favorite for growing in pots.

This season I can supply the two most desirable sizes, good size bulbs that do especially well in pots and are also fine for the open garden, also a smaller size that is splendid for bedding and does quite well in pots.

Large Size Hyacinths

1. **I'Innocence.** Snow white; fine.
2. **Gertrude.** Rich rosy pink.
3. **Gigantea.** Lovely light pink.
4. **Rio des Belges** (King of the Belgians). Bright scarlet; early.
5. **Queen of the Blues.** Light blue or lavender.
6. **King of the Blues.** Rich dark blue or purple.

Prices for any of the above hyacinths: Each, 20c; 2 for 35c; doz., \$1.70; 25 for \$3.20; 100 for \$10.00.

Fine Bedding Hyacinths

- | | |
|-----------------|-----------------|
| 14. Light Blue. | 11. Pure White. |
| 15. Dark Blue. | 12. Pink. |
| 13. Red. | |

Prices for any separate color bedding hyacinths: Each, 12c; doz., \$1.10; 25 for \$2.10; 100 for \$7.50.

Mixed Bedding Hyacinths

Fine varieties in good mixture of colors of suitable size to produce splendid blooms. Doz., 90c; 25 for \$1.70; 100 for \$6.00.

Investment—Not Expense

Most fall bulbs increase, sometimes producing several blooming size bulbs the first season, some bulbs splitting up making six or more small ones which will each grow to regular blooming bulbs in a year or two. **This is why fall bulbs are not an expense but an investment.** They not only repay you the first season with cut flowers worth more than you paid for the bulbs, but hand you back your original investment and additional bulbs as liberal interest.

"Liberty" Iris

The Orchid of the Garden



Giant Lavender from **LONG'S** Garden

"The exquisite beauty of the iris, with its soft and iridescent coloring, is rivaled only by the orchid," so the saying goes. But I would add—"and the gladiolus." The iris comes and goes before the gladiolus appears, so there is no rivalry, and both are happy and make us all happy for having seen them.

Iris may be planted most any time, as it is sure hardy and dies hard. A root may lie around for weeks or sometimes all winter, then grow when stuck into the ground most any old way. But careful and timely planting gives it a better show, of course.

Fall planting is ideal for iris. You know how it begins growth very early in spring, before you are ready to order and plant your spring seeds and bulbs. So I say plant iris this fall, while the planting is good.

30. Florentina. White, faintly tinted lavender; fragrant. Fine for cutting.

31. Flavescens. Delicate primrose-yellow.

32. Rigolette. Rich maroon, shaded yellow.

33. Wyomissing. Creamy white, suffused delicate rose with deeper shadings.

34. Kochii. Rich velvety purple.

No. 36 Madame Chereau. White, elegantly frilled with a wide border of clear light blue; very unusual and charming; tall grower.

Price for any the above, assorted or alike, labeled, each 15c; doz., \$1.40.

37. Mrs. Neubronner. Very deep golden yellow; the best deep large, rich yellow. Each, 25c; doz., \$2.80.

No. 38. Pallida Dalmatica. The Giant Lavender—king of the iris tribe. Grows to an enormous size. The whole plant—leaves, stalk and blossoms—is gigantic, yet the texture and coloring of the flowers are soft and delightful. The two pictures are from actual photographs taken last spring in my garden. You will get the same as I have, for I shall take up the middle row of this long hedge, divide the clumps and use the good strong divisions for filling your order. In a few years you can divide your own clumps and set out a hedge of your own. Better order half dozen or more to start with.

Price for this Giant Lavender should be 35 cents for each division, and is so priced in many catalogues. But I'm going to sell mine this fall yet at 25 cents each; doz., \$2.80.

LONG'S Mixed Iris. Doz., \$1.20; 25 for \$2.00.



This magnificent hedge or border of the new giant lavender iris, *Pallida Dalmatica*, was set out in my garden about 15 months before this picture was taken last June. The roots were same size divisions as I shall send you this fall. Many bloomed last year, and more would have bloomed if had been set out the fall before.



Pansy Plants

LONG'S Super-Giants

Always set out my own pansy plants in the fall. That's one secret of my success in having the largest and finest blossoms on long stems early in the spring, especially for Memorial Day, when we cut and sell pansy blossoms by the thousands.

By following the directions I send with each pansy plant order, you should be able to winter your young plants same as I do. I seldom lose a plant, and don't fuss much with them either.

Plants are from seed sown July 31st and will be of good transplanting size along about the last of September, which is a good time to get them into your garden so they get rooted before final freezing of the ground. Some may even bloom this fall. And just watch them next April and May! Price for these plants. 18 for 50c; 50 for \$1.00, prepaid.

Wild Cucumber Seed

By all means plant this seed in fall where wanted for shade the next season. Freezing in winter insures germination. Large pkg., 10c; oz., 25c, prepaid.



LONG'S Double Hollyhocks

Plant this fall and the job is done. Also, the plants will begin growth very early in the spring, insuring fine blooms next season.

Roots of medium size from seed sown last June. All are from best seed—of the double varieties that rival the rose in appearance.

Colors: 45, Pink; 46, Red; 47, White; 48, Yellow. Choice these colors, assorted or alike, labeled: Each, 15c; 2 for 25c; doz., \$1.25; 25 for \$2.25; 100 for \$8.00.

Mixed Hollyhocks. Same as above but colors not labeled. Doz., \$1.00; 25 for \$2.00; 100 for \$7.00.

New "Sunset" Hollyhock. Double flowered with rare bronze tinting, the effect being that of autumn colored foliage or a rare Colorado sunset. Each, 25c; 3 for 60c; doz., \$2.00.

Long's 1921 Seed Catalogue

As usual, **LONG'S** annual spring catalogue will be ready for mailing along about the middle of January. Hope to make it just a little more interesting and helpful than ever before. Believe it will pay you to wait for your copy. Other catalogues are usually mailed several weeks earlier than mine and the early seedsman hopes to catch the worm by urging you to order right away quick—before you see **LONG'S** catalogue.

Now don't get excited and all fussed up. Sit tight until you get **LONG'S** official guide to Tried and True seeds, Best for the West, always sold at reasonable prices. About February 1st is a good time to make up your order. I mention this because so many write me and say they are sorry they ordered from some other firm before receiving **LONG'S** "Decidedly Different" seed catalogue.

J. D. LONG.

J. D. LONG, Seedsman, Boulder, Colo.